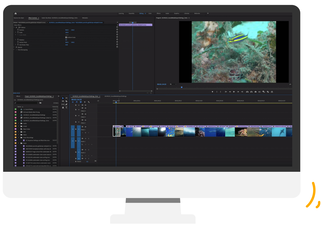
A Guide to Social Media Export Settings

BEFORE YOU START...

Adobe Premiere Pro has a number of presets for exporting your videos, but most of these tips will work with any non-linear editing application. Before you start editing, determine your aspect ratio and resolution. Your sequence should match your planned final output, so you won't end up with any black bars around your video.

Horizontal Ratios
4:3, 16:9 (1.77:1), 2:1, and 2.39:1 are all horizontal aspect ratios and work better for desktops or televisions.

Vertical Ratios
1:1, 4:5, 2:3, and 9:16 are all more optimal for viewing on mobile devices.



Open a new sequence in Premiere, select your preset (more on that below), and click the settings tab. Change the width and height to your chosen resolution and aspect ratio.

Now onto exporting

EXPORT SETTINGS FOR YouTube

There are five YouTube presets. YouTube can accept almost any aspect ratio, including vertical, and adjust the player, but these feature the most common horizontal aspect ratios. Choose the preset that best fits your project.

Select h264 as the format in export window. Change the bit rate encoding to VBR 2 Pass and set the target bit rate to no lower than 8 mbps. Open a new sequence, select your preset, and click the settings tab to adjust width and height.

If you're using a vertical aspect ratio, select the preset that's closest, and change the resolution to match your sequence.

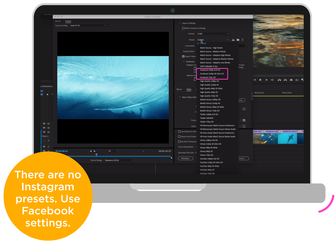
EXPORT SETTINGS FOR facebook

There are three standard horizontal presets for Facebook. Facebook videos need to be under 120 minutes long and 4 gigabytes in size, so adjust the bit rate if the exported file is too big.

Adjust your settings. Change the variable bit rate to 2 pass encoding, set the target bit rate to 12 and the maximum to 16. At the top, select to save the preset and give it a specific name.

If you're going vertical, change vertical aspect ratios to match the sequence the same way as you would for YouTube.

EXPORT SETTINGS FOR Instagram

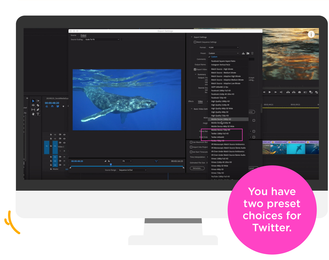


There are no presets for Instagram, so use the Facebook settings and change the aspect ratio to match your needs.

An in-feed video is 1:1, so the horizontal and vertical resolutions should match in your export window. There is a one-minute limit for in-feed posts.

Instagram stories are full vertical 9:16. There's a 15-second limit for story segments and a 60-second limit for story ads.

EXPORT SETTINGS FOR twitter

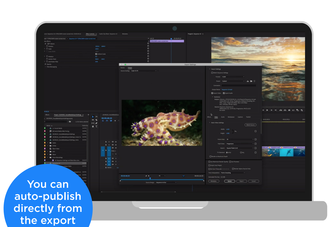


You have two preset choices for Twitter. Pick the one that you like the best. The YouTube HD 1080 preset will also work for Twitter, and the player will adjust to your aspect ratio like Facebook and YouTube.

Adjust your settings. Change the VBR encoding to 2 Pass, set the target bit rate to 8 and maximum bit rate to 12.

Stay under the max. The limits for Twitter are 1900x1200 or 1200x1900 resolution, 40 fps, a 25 mbps bit rate, 512 mb size and 2:20 minutes length.

AUTO-PUBLISHING OPTIONS



You can auto-publish to some channels directly from the export window. Click the publish tab, pick your platform, then fill in any metadata you need and set your privacy.

Facebook
Facebook lets you publish directly to any pages you manage.

YouTube
YouTube lets you choose your channel and playlist and set the timecode of the thumbnail you want to use.

Instagram
Instagram doesn't allow you to upload directly unless you're a larger or verified channel. Use Airdrop, iMessage, Google Drive, or Dropbox to transfer the file onto your mobile device.